



# Welcome to the California Department of Public Health PedSafe Webinar

*We Will Begin Shortly...*



Funding for this project was provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration



## How to Participate?



- **Audio** – available via your computer speakers or telephone
- **Questions**
  - Type questions into the question field of your webinar control panel. We will address questions at the end of the presentation.
- **Webinar archive** – the presentation will be posted on the California Department of Public Health PedSafe webpage:  
<http://tinyurl.com/pedsafe>



# California Department of Public Health PedSafe Program



- PedSafe aims to foster healthy and safe walkable communities by educating and linking public health, traffic safety and community advocates
- PedSafe implements a variety of activities, emphasizing a multi-prong approach of education, technical assistance, training and facilitation
- PedSafe collaborates with several partners to implement its grant, including:
  - o Federal Highway Administration
  - o CaliforniaWalks
  - o UC Berkeley's SafeTREC Program
  - o Caltrans
  - o California Highway Patrol
  - o Variety of local programs



## Panelists



### Pam Ford-Keach

California Department of Public Health California Arthritis Partnership Program

### Eileen Ng

United Seniors of Oakland and Alameda County Volunteer and Policy Assistant for Alameda County Board Supervisor Nate Miley

### Rebecca Hunter

University of North Carolina Center for Aging and Health and Healthy Aging Research Network



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# Physical Activity and Chronic Conditions

**Pamela Ford-Keach, MS**

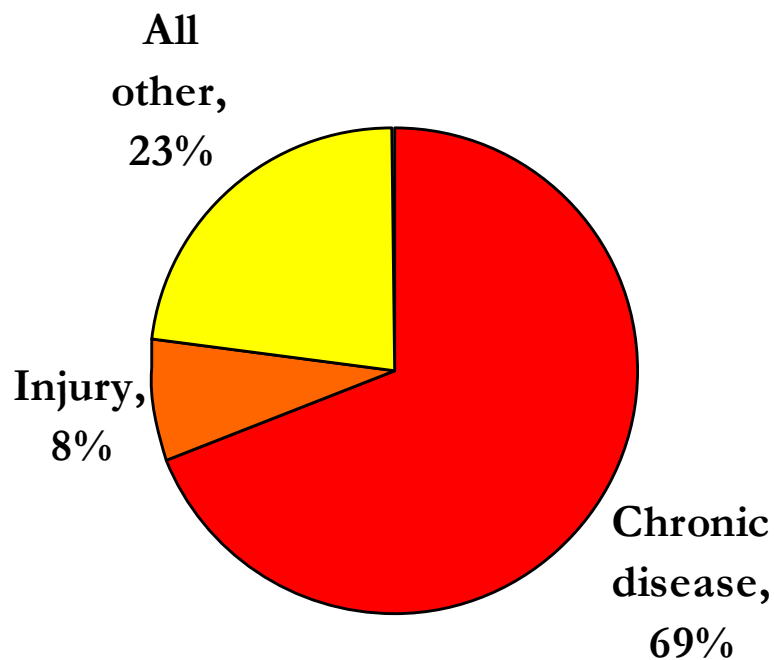
*California Arthritis Partnership Program*

*California Heart Disease and Stroke Prevention Program*



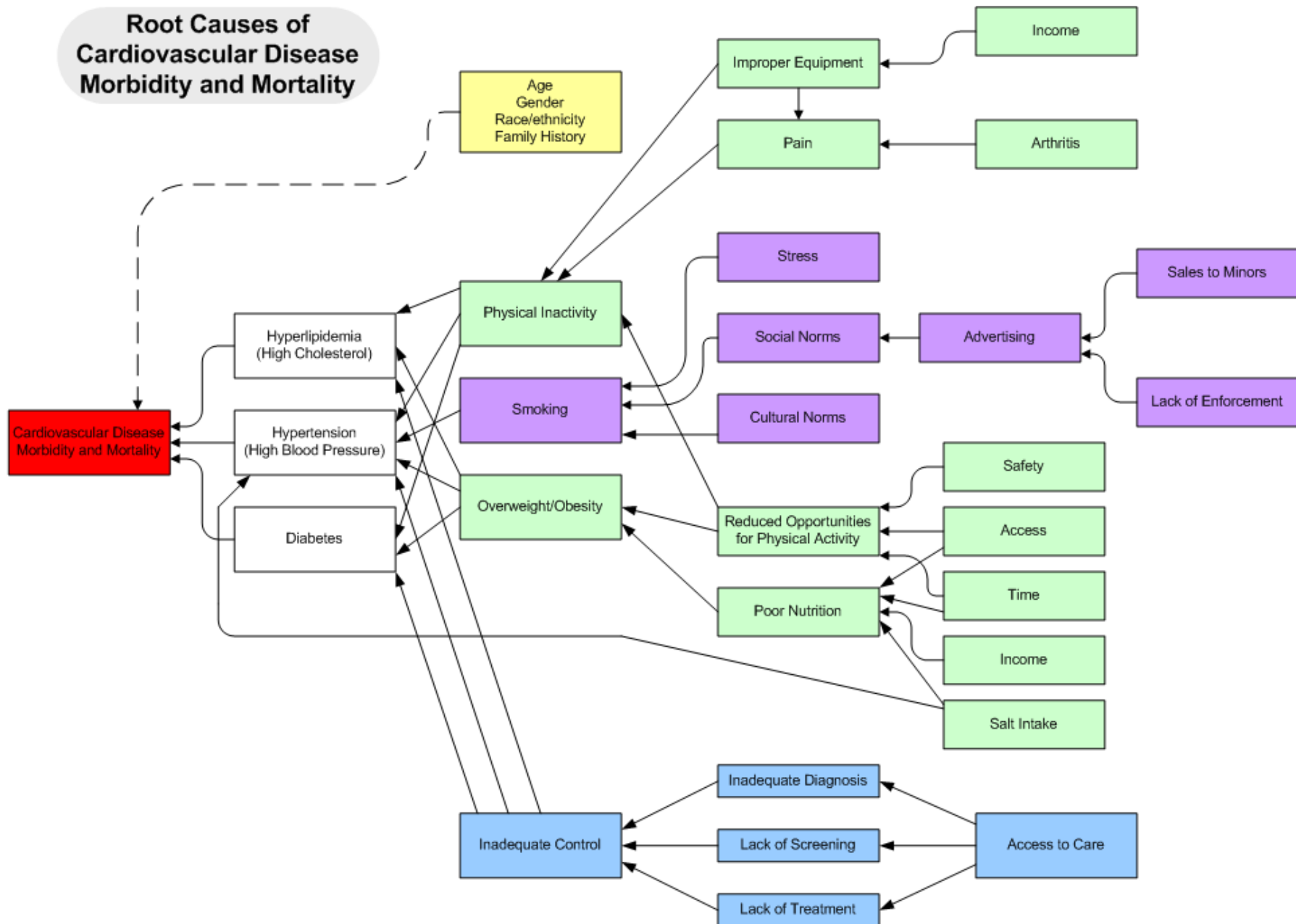
# CALIFORNIA'S HEALTH CHALLENGE

## Causes of Death, California, 2007



- Chronic disease accounts for >75% health care costs (U.S.)
- Tobacco, poor diet, and physical inactivity cause 1/3 of deaths

# Root Causes of Cardiovascular Disease Morbidity and Mortality



Outcomes

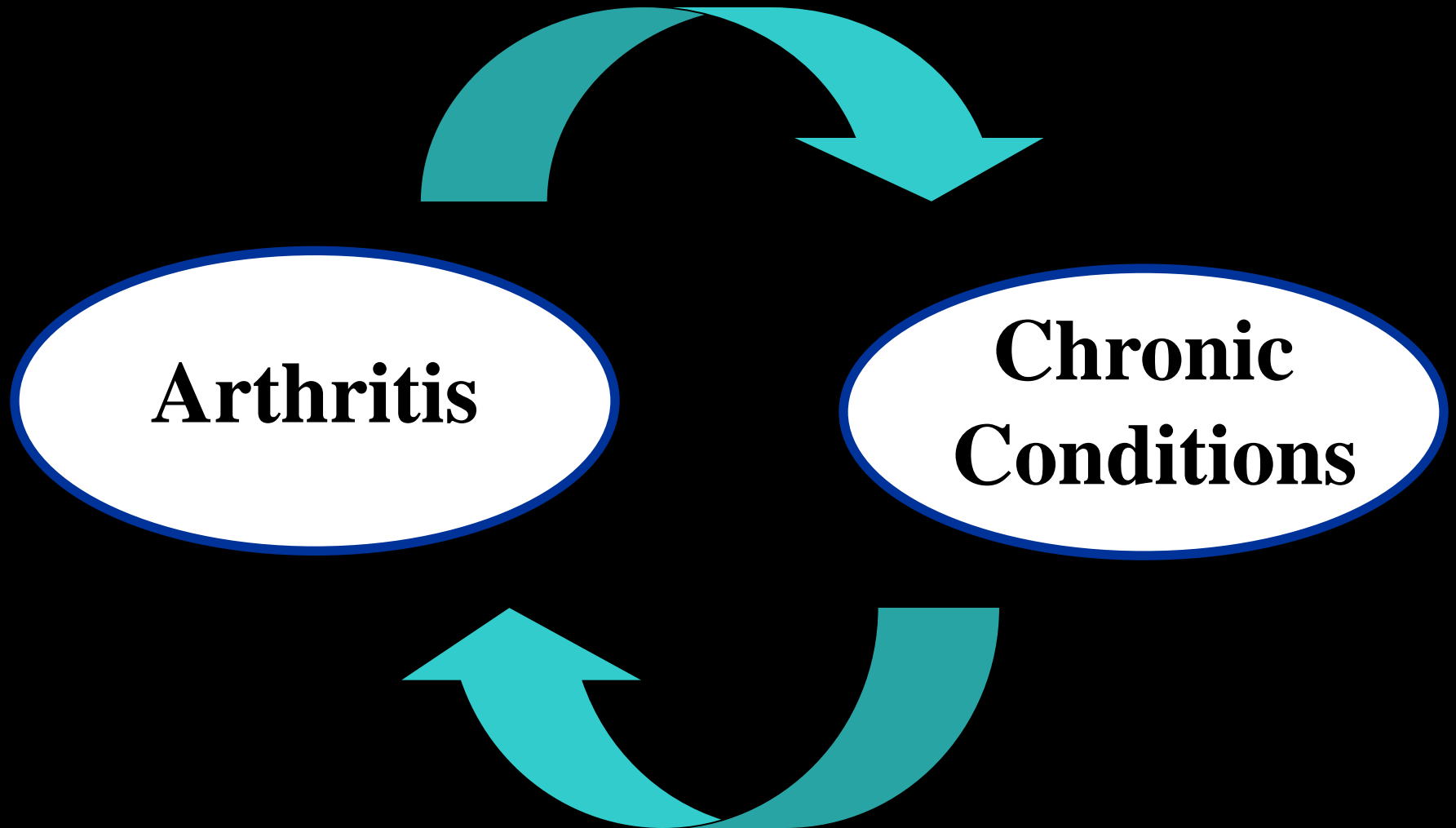
Proximate  
Risk Factors

Modifiable and Non-Modifiable  
Risk Factors

Social and Environmental  
Determinants of Health

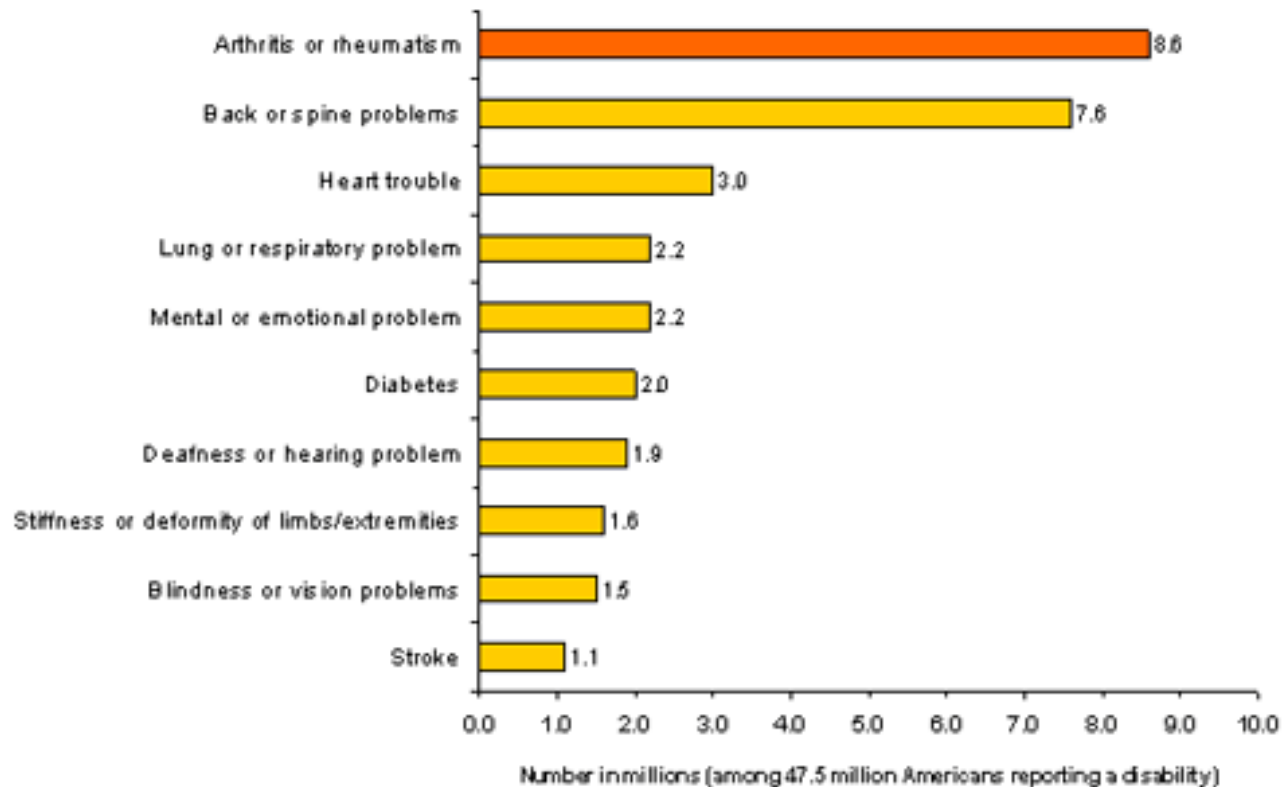


# How do they Interact?

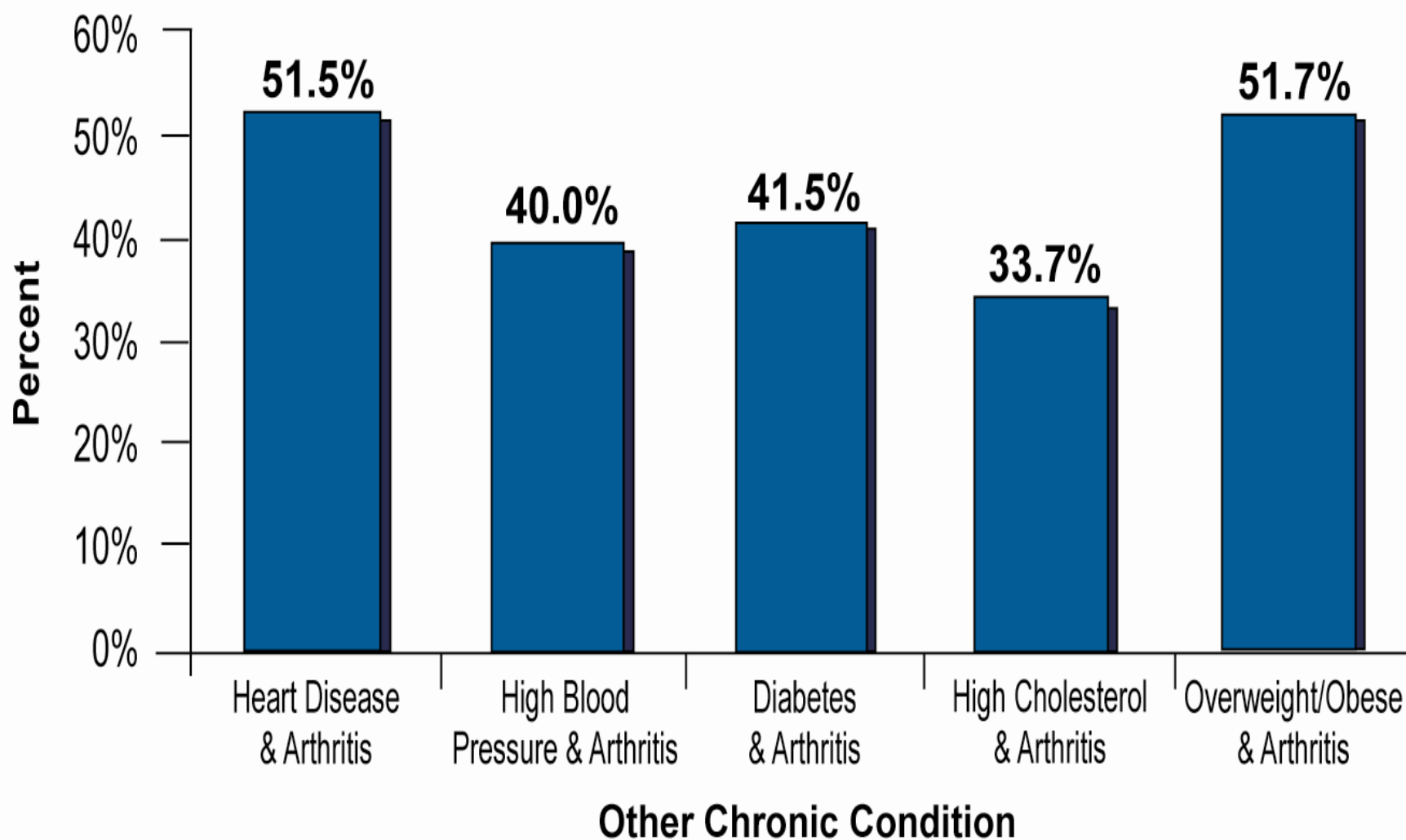


# ARTHRITIS IS LEADING CAUSE OF PHYSICAL DISABILITY IN US

**Top 10 Causes of Disability among US Adults**



## ***Prevalence of Arthritis in California Adults with Other Chronic Conditions***



**Source:** State of California, Department of Public Health, Behavioral Risk Factor Surveillance System (BRFSS), 2007.

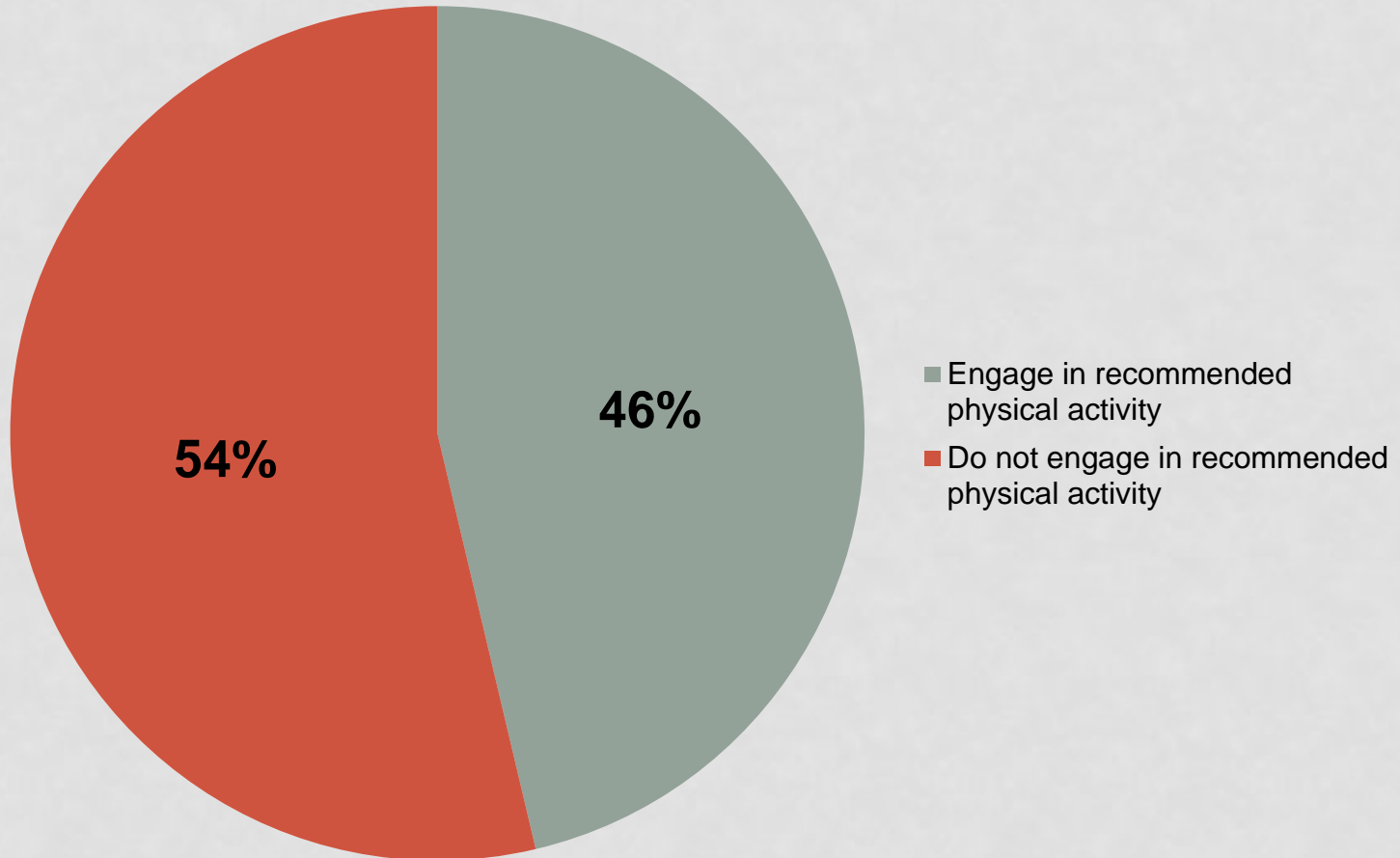


## *Exercise and Arthritis*

Regular, moderate physical activity for people with arthritis is **safe, improves function, and reduces pain.**

People with arthritis **can** and are **encouraged** to exercise!

# CALIFORNIANS WITH ARTHRITIS AND PHYSICAL ACTIVITY



# WHY AREN'T PERSONS WITH ARTHRITIS MORE PHYSICALLY ACTIVE?

- Multifactorial\*
  - Physician barriers
    - Lack of physician recommendation
  - Psychosocial barriers
    - Don't believe PA can help lead healthy life
    - Lack of self-efficacy: less confident in ability to make behavioral changes
  - Environmental barriers
    - Lack of opportunities for safe PA
      - Especially opportunities that consider special needs: rest stops, loops, free of tripping hazards

\*Not an exhaustive list

# **WE ALL HAVE A ROLE TO PLAY IN CREATING HEALTHY COMMUNITIES**

- Environments in which people live, work, study and play impact health
- Decisions made by “non-health” agencies play a major role in shaping environments
- Consideration of health allows agencies to make more informed policy and program decisions and to identify win-wins

# RECOMMENDATIONS

- Strategic Growth Council (SB 375)
  - More efficient use of public transportation systems
  - Encourages walkable environments that are accessible to goods and services

## Design Reminders

- Distances not more than 3 blocks (1/4 mile)
- Rest stops
- Walking loops
- Flat, smooth surfaces, free of tripping hazards



# RECOMMENDATIONS

- Local Recommendations
  - Encourage use of bricks and mortar facilities
    - Promote Joint Use Agreements
  - Include community rooms to conduct community-based health education programs
  - Obesity Prevention Plan
  - California Department of Parks and Recreation
- Walkability Audits
  - Standardized tools

# PROPOSED WALKABILITY AUDIT TOOL

Take a walk and use this checklist to rate your neighborhood's walkability.

## How walkable is your community?

Location of Walk: \_\_\_\_\_ Rating Scale: 1 2 3 4 5 6  
Awful Many Problems Some Problems Good Very Good Excellent

### 1. Did you have room to walk?

☐ Yes ☐ Some Problems:

- ☐ Sidewalks or paths started and stopped
- ☐ Sidewalks were broken or cracked
- ☐ Sidewalks were blocked with poles, signs, shrubbery, dumpsters, etc.
- ☐ No sidewalks, paths, or shoulders
- ☐ Too much traffic
- ☐ Something else \_\_\_\_\_

Rating: (circle one) \_\_\_\_\_ Locations of problems: \_\_\_\_\_  
1 2 3 4 5 6

### 2. Was it easy to cross streets?

☐ Yes ☐ Some Problems:

- ☐ Road was too wide
- ☐ Traffic signals made us wait too long or did not give us enough time to cross the street
- ☐ Needed striped crosswalks or traffic signals
- ☐ Parked cars blocked our view of traffic
- ☐ Trees or plants blocked our view of traffic
- ☐ Needed curb ramps or ramps needed repair
- ☐ Something else \_\_\_\_\_

Rating: (circle one) \_\_\_\_\_ Locations of problems: \_\_\_\_\_  
1 2 3 4 5 6

### 3. Did drivers behave well?

☐ Yes ☐ Some Problems: Drivers...

- ☐ Backed out of driveways without looking
- ☐ Did not yield to people crossing the street
- ☐ Turned into people crossing the street
- ☐ Drove too fast
- ☐ Sped up to make it through traffic lights or drove through traffic lights
- ☐ Something else \_\_\_\_\_

Rating: (circle one) \_\_\_\_\_ Locations of problems: \_\_\_\_\_  
1 2 3 4 5 6

### 4. Was it easy to follow safety rules

Could you and your child...

- ☐ Yes ☐ No Cross at crosswalk or where you could see and be seen by drivers?
- ☐ Yes ☐ No Stop and look left, right, and then left again before crossing streets?
- ☐ Yes ☐ No Walk on sidewalks or shoulder facing traffic where there were no sidewalks?
- ☐ Yes ☐ No Cross with the light?

Rating: (circle one) \_\_\_\_\_ Locations of problems: \_\_\_\_\_  
1 2 3 4 5 6

### 5. Was your walk pleasant?

☐ Yes ☐ Some Problems:

- ☐ No rest stops or benches\*
- ☐ No restrooms\*
- ☐ No water fountains\*
- ☐ Needed more grass, flowers, trees, or shade\*
- ☐ No parking\*
- ☐ Scary dogs
- ☐ Not well lighted
- ☐ Dirty, lots of litter or trash
- ☐ Dirty due to automobile exhaust
- ☐ Something else \_\_\_\_\_

Rating: (circle one) \_\_\_\_\_ Locations of problems: \_\_\_\_\_  
1 2 3 4 5 6

### How does your neighborhood stack up?

Add up your ratings and decide.

- 1. \_\_\_\_\_ 26-30 Celebrate! You have a great neighborhood for walking.
- 2. \_\_\_\_\_ 21-25 Celebrate a little. Your neighborhood is pretty good.
- 3. \_\_\_\_\_ 16-20 Okay, but it needs work.
- 4. \_\_\_\_\_ 11-15 It needs lots of work. You deserve better than that.
- 5. \_\_\_\_\_ 5-10 It's a disaster for walking.

Total: \_\_\_\_\_

Now that you know the problems, you can find the answers.

## Improving your community's score

### 1. Did you have room to walk?

Sidewalks or paths started and stopped  
Sidewalks broken or cracked  
Sidewalks blocked  
No sidewalks, paths or shoulders  
Too much traffic

#### What you and your child can do immediately

- pick another route for now
- tell local traffic engineering or public works department about specific problems and provide a copy of the checklist

#### What you and your community can do with more time

- speak up at board meetings
- write or petition city for walkways and gather neighborhood signatures
- make media aware of problem
- work with a local transportation engineer to develop a plan for a safe walking route

### 2. Was it easy to cross streets?

Road too wide  
Traffic signals made us wait too long or did not give us enough time to cross  
Crosswalks/traffic signals needed  
View of traffic blocked by parked cars, trees, or plants  
Needed curb ramps or ramps needed repair

- pick another route for now
- share problems and checklist with local traffic engineering or public works department
- trim your trees or bushes that block the street and ask your neighbors to do the same
- leave nice notes on problem cars asking owners not to park there

- push for crosswalks/signals/ parking changes/curb ramps at city meetings
- report to traffic engineer where parked cars are safety hazards
- report illegally parked cars to the police
- request that the public works department trim trees or plants
- make media aware of problem

### 3. Did drivers behave well?

Backed without looking  
Did not yield  
Turned into walkers  
Drove too fast  
Sped up to make traffic lights or drove through red lights

- pick another route for now
- set an example: slow down and be considerate of others
- encourage your neighbors to do the same
- report unsafe driving to the police

- petition for more enforcement
- request protected turns
- ask city planners and traffic engineers for traffic calming ideas
- ask schools about getting crossing guards at key locations
- organize a neighborhood speed watch program

### 4. Could you follow safety rules?

Cross at crosswalks or where you could see and be seen  
Stop and look left, right, left before crossing  
Walk on sidewalks or shoulders facing traffic  
Cross with the light

- educate yourself and your child about safe walking
- organize parents in your neighborhood to walk children to school

- encourage schools to teach walking safely
- help schools start safe walking programs
- encourage corporate support for flex schedules so parents can walk children to school

### 5. Was your walk pleasant?

Needs grass, flowers, trees  
Scary dogs  
Scary people  
Not well lit  
Dirty, litter  
Lots of traffic

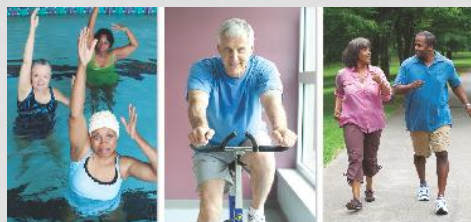
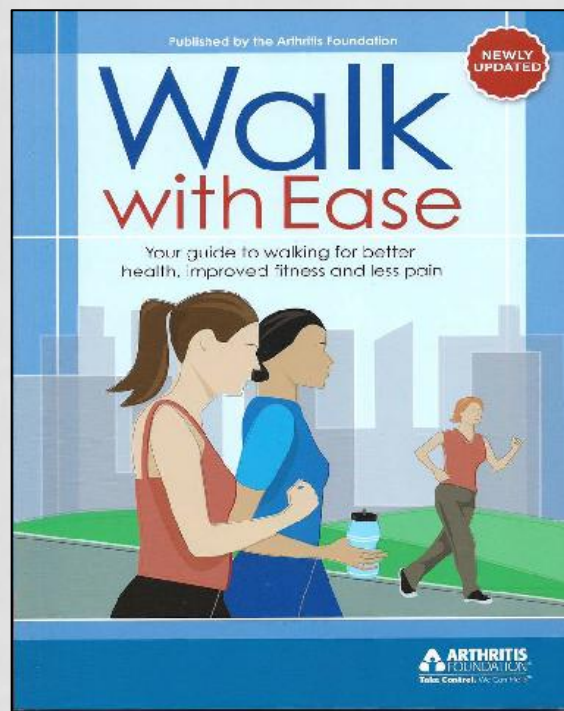
- point out areas to avoid to your child; agree on safe routes
- ask neighbors to keep dogs leashed or fenced
- report scary dogs to the animal control department
- report scary people to the police
- report lighting needs to the police or appropriate public works department
- take a walk with a trash bag
- plant trees, flowers in your yard
- select alternative route with less traffic

- request increased police enforcement
- start a crime watch program in your neighborhood
- organize a community clean-up day
- sponsor a neighborhood beautification or tree-planting day
- begin an adopt-a-street program
- initiate support to provide routes with less traffic to schools in your community (reduced traffic during am and pm school commute times)

Now that you have identified the problems, go to the next page to find out how to fix them.

\*Adapted from the Pedestrian and Bicycle Information Center: [www.walkinginfo.org](http://www.walkinginfo.org)

# RESOURCES TO SUPPORT WALKING



*Every morning my arthritis tells me to stay in bed.  
Fortunately, I'm in charge.*

Is arthritis keeping you from living the life you want? Then take charge with moderate physical activity. Sure, it's not easy, but studies show that getting your heart rate up and keeping it up, at least 30 minutes a day, 5 days a week, helps reduce the pain and stiffness from arthritis. It also improves your mood. But it's more than just staying busy, so pick an activity like walking, biking, swimming — whatever works for you — and you'll notice a difference in just 4 to 6 weeks. Whether you try 30 minutes a day at one time, or 10 minutes at a time, 3 times a day, it all adds up to feeling better.

For more information,  
call 916-368-5599.



Physical Activity. The Arthritis Pain Reliever.

## A National Public Health Agenda for Osteoarthritis Ten Recommendations

- 1 **Self management education** should be expanded as a community-based intervention for people with symptomatic OA.
- 2 **Low impact, moderate intensity aerobic physical activity** and muscle strengthening exercise should be promoted widely as a public health intervention for adults with OA of the hip and/or knee.
- 3 **Existing policies and interventions** that have been shown to reduce OA-related joint injuries should be promoted, implemented and enforced.
- 4 **Weight management** should be promoted for the prevention and treatment of OA, and national nutrition and dietary guidelines for the general population should be followed by adults with OA so they select a quality diet while staying within their calorie requirements.
- 5 **A national policy platform for OA** should be established to improve the nation's health through evidence-based clinical and community prevention and disease control activities, including core public health infrastructure improvement activities.
- 6 **Systems to deliver evidence-based interventions** should be expanded.
- 7 **Quality of and equal access to evidence-based interventions** for OA should be assured.
- 8 **Workplace environments** should be improved by adopting policies and interventions that prevent onset and progression of OA.
- 9 **A well designed communication strategy** should be initiated and sustained to enhance understanding and change attitudes and behavior among consumers, healthcare providers, policy makers, employers and the business community, and community organizations.
- 10 **Research and evaluation** should be pursued to enhance surveillance, better understand risk factors, refine recommended intervention strategies, evaluate workplace interventions, and examine emerging evidence on additional promising interventions.

For the full document, *A National Public Health Agenda for Osteoarthritis*, please visit

# MORE INFORMATION

California Arthritis Partnership Program

**Arthritis** *in California*

**Arthritis** *and Physical Activity*

**Arthritis** *and Work*

**Arthritis** *and Self-Management*

**Arthritis** *and Weight*

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# Older Adults and Pedestrian Safety What Can We Do?

August 30, 2011



# What USOAC is Doing

Wellbeing Safety  
*Medication Safety Pilot*

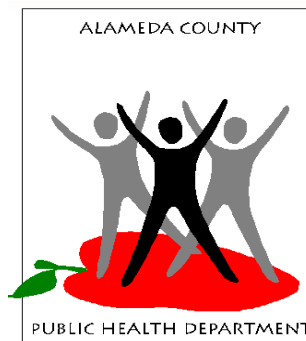
Physical and Environmental Safety  
*Walkable Neighborhoods for  
Seniors (WN4S)*

Public Transit Safety  
*Travel Training*

# Medication Safety Pilot



Collaboration with the Senior Injury Prevention Partnership (SIPP), Alameda County Public Health Department, and United Seniors of Oakland and Alameda County (USOAC)



# Medication Safety Pilot



- Assist older adults gain knowledge about proper use of medications
- Reduce number of illnesses, hospitalizations, and emergency room visits due to mismanaged or misused medications
- Encourage timely and proper disposal of medications to eliminate inappropriate use





# **What is Walkable Neighborhoods for Seniors (WN4S)?**

1. Educate planners, engineers, elected officials, senior service providers, older adults and others of their role in supporting and developing walkable neighborhoods.
2. Increase awareness on the benefits of walking for older adults.
3. Increase walking behavior of older adults
4. Increase pedestrian safety for older adults
5. Develop collaboration and share best practices among citizens, community leaders and local government

# What Makes a Neighborhood Walkable?

A walkable neighborhood is:

Accessible

Attractive

Safe and Secure

Pedestrian Friendly

Walkable neighborhoods must be...

Convenient

Continuous

Connected

Comfortable



# How Do We Create a Walkable Neighborhood?

- Change policy and environment
  - Change individuals' behavior

(Each is necessary but neither by itself is sufficient)



# 4 Es

Education Encouragement

Enforcement Engineering







## Community Presentation

Educate

Engage

Recruit

# Walkability Survey

Used to identify the community's viewpoints,  
highlight strengths & identify barriers  
(to be completed by older adults and community members)



- Establish how many older adults are walking on a regular basis.
- Define individual barriers to walking.
- Identify “problem areas.”
- Identify existing walking conditions.
- Gather qualitative data.



# Walkability Assessment

(to be completed by staff  
and/or Task Force members)

## **Investigate the walking conditions**

Examples: type of  
sidewalk, quality of  
sidewalk, presence of  
benches, timing of  
crossing lights, length of  
crossings, quality of cross  
marks, presence of  
aggressive dogs, etc.

**Gather data and statistics.** Use  
existing resources (SWITRS, a  
Master Pedestrian Plans and  
others)





# Peer Led Walk Clubs

are flexible, accommodating and encourage and support a variety of physical abilities



## Walk Club Participants Help to...

- Identify the personal and environmental barriers to walking for older adults
- Determine potential environmental and policy solutions to reduce barriers to walking
- Develop an action plan to advocate for and implement identified solutions

# Walk Club Start Up and Maintenance

Incentives

Understanding

Persistence

Encouragement

**Allow walk clubs to develop their own identity and  
direction in order to thrive**



## Prizes and a bit of Healthy Competition

- T-shirts
- Pedometers
- Dyna-bands
- Water bottles
- Hats
- Food
- Oakland Zoo Membership Passes

# Peer Walk Club Leaders and New Walk Clubs

- Provided the ability to extend efforts throughout the county.
- Mobilized Leaders
- Intergenerational component added to Project

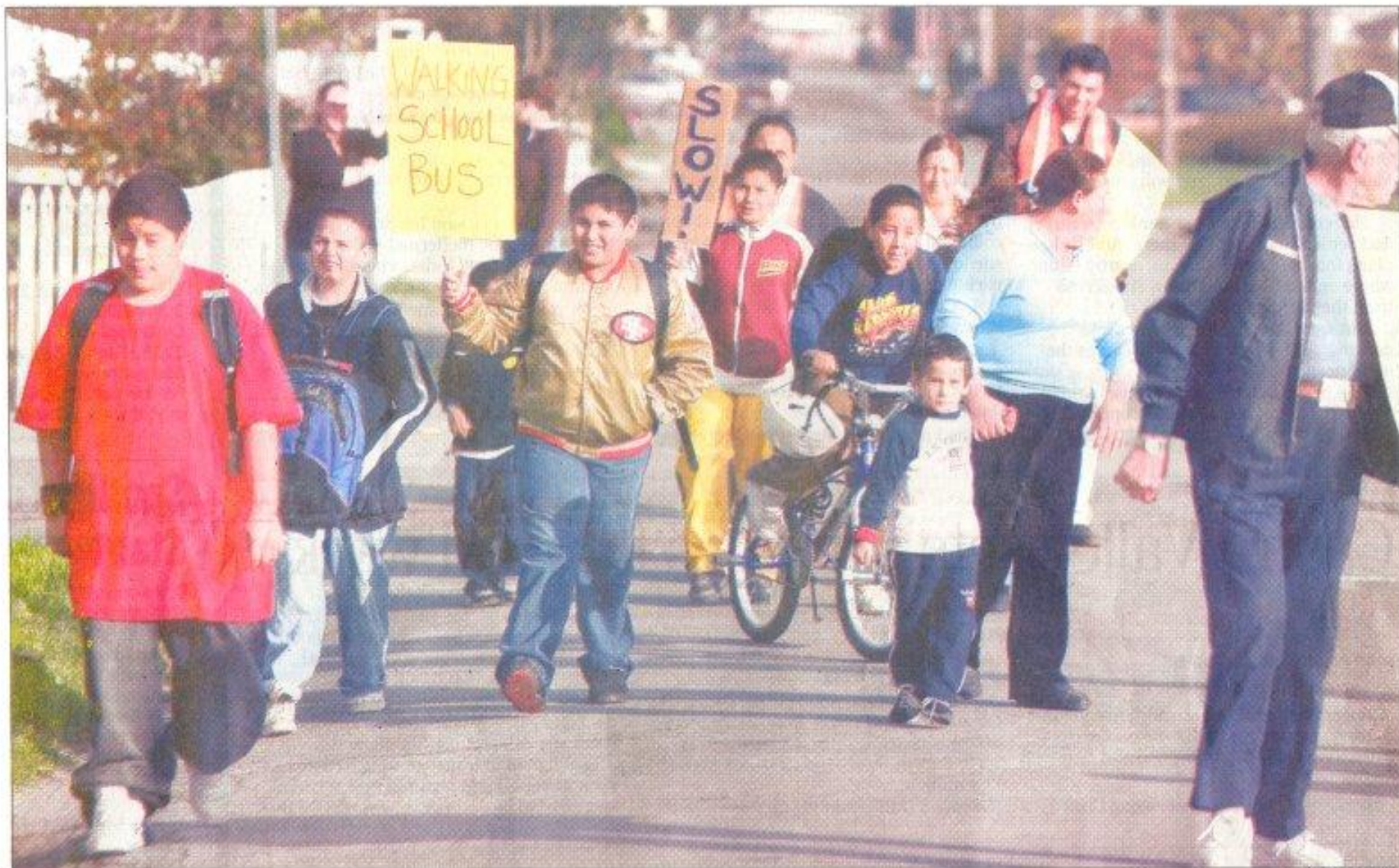


Castro Valley Walk Club Leaders

Eleanor & Pete



# TAKING A HIKE



JANE TYSKA — Staff

**ULISES LOPEZ** (center, with sign) and others participate in a Walking School Bus route Wednesday morning on their way to Cherryland Elementary School. The program, which started this week, was organized by the United Seniors of Oakland and Alameda County to promote walkable neighborhoods. The densely populated Cherryland area has few sidewalks and heavy traffic, making it unsafe for children to walk to school alone.



# Healthy Living Festival (HLF)





**READY, SET  
TRAVEL!**



**Senior Travel Training  
for  
Northern and Central  
Alameda County**



# What is Senior Travel Training?

- Training older adults (55+ years of age) on how to use/ride AC Transit (bus) and Bay Area Rapid Transit (BART train) - city specific shuttles (Emery-go-Round)/paratransit
- Teaching skills, trip planning, how to read maps and schedules, purchasing tickets, paying fare, entering/exiting AC Transit/BART, seating, filing complaints/commendations, safety, what to do when you are lost etc.



Mastick Senior Center, Alameda Travel Training

# Types of Travel Training

- Mini Training
- 3 day course
  - Day 1 Orientation
  - Day 2 AC Transit and BART
  - Day 3 Field
- Group Trip
- One on One
- Follow ups –  
mailing new  
schedules etc.

Lincoln Court, Oakland  
Group Trip to IKEA



# Benefits of Travel Training

- Builds relationship
- Maintains freedom/independence
- Provides options (same day, cost, geographical, assess skills/ability)
- Overcomes barriers
- Teaches something new/Provides new experiences

“I learned a great deal at the public transport class. Although I have used AC Transit for years there were many things that came up in the class that I did not know. I would not hesitate recommending all seniors to take this class. I am ready to take the class again, as of the 28th of march the 55 bus was discontinued and replaced by route 89 which now does not stop at my bus stop. Very sad because at 89 years of age I cannot go on the bus anymore because there is no stop at Warden.”

- Harry Mitchell, San Leandro, March 2010

- Education on Mobility Options
- Promoting Active Transportation – walking, biking, accessing public transit
- Increase physical activity amongst the older adult population
- Reduce isolation
- Increase confidence and independence among seniors and persons with disabilities
- Promoting safe routes to transit





# Actions and Collaborations

## Public Transportation Community Actions

- Organized by United Seniors of Oakland and Alameda County, Center for Independent Living, and Bay Area Outreach and Recreation Program
- Working together consumers and providers address community concerns about public transportation (AC Transit & BART)
  - Budget
  - Fare Increase
  - Service reduction/elimination
  - New projects etc.
- April 19, 2010 – Bus Rapid Transit Community Action at Allen Temple Senior Residential Facility, Oakland
- October 19, 2010 – AC Transit Community Action at Ashland Community Center, Ashland



# Project Progress

- To date (Cycle 4):
  - Outreached to approximately **5,000** people
  - Outreached to over **80** places including organizations, senior facilities, community festivals, senior resource and health fairs, and other events (e.g. Grandparents Day, Mobility Forums, Walk Club Luncheon, etc.) and through mailers, direct contact, fliers inserted into brown bag spectrum lunches
  - Trained over **300** trainees (55+years old and service providers/coordinators) in English, Spanish, Cantonese in a total of **40** locations
    - Provided trainings at senior centers, senior residential facilities, senior groups (church, social etc.) on a regular schedule because of demand
  - Followed up with trainees, approximately **40%** of them have incorporated public transit into their mode of travel
    - Senior Travel Training Project ends

June 30, 2012

# Thank You!!

Eileen Ng

Volunteer

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Website: [www.usoac.org](http://www.usoac.org)



# Creating Safe & Walkable Communities for Older Adults



*Rebecca Hunter, MEd & William W. Hunter, MCE  
University of North Carolina at Chapel Hill*



# Presentation Objectives

- Review modifiable factors affecting older pedestrian safety & mobility.
- Identify key community partners in creating safe & walkable communities.
- Explore community-based methods for assessing safety & walkability.
- Discuss strategies for improving routes & addressing safety & walkability.



# Responding to Need

- Older adults encouraged to walk, but...
  - At increased risk
    - Falls
    - Injury from motor vehicles
  - Other concerns
    - Personal safety
    - Places to rest
    - Access to bathrooms
  - Insufficient attention to creating safer environments



# Project Goals

- Create safer & more inviting neighborhood walking environments
- Use interviews & audits as catalysts for community action
- Evaluate strategies to improve senior pedestrian safety & walkability



# Project Sponsors



- Supported by cooperative agreements & resources from:
  - National Highway Traffic Safety Administration
  - N.C. Governors Highway Safety Program
  - N.C. Healthy Aging Research Network
    - Centers for Disease Control and Prevention (*Healthy Aging Research Network, Prevention Research Centers and Health Care and Aging Studies Branch*)



NC Healthy Aging

Research Network





# Core Partners



Henderson County Health Department





# Engaging Partners

- Build bridges
  - Community advisory group
  - Various sectors/levels often strangers to one another
- Connect to existing initiatives
  - Livable and Senior Friendly Communities
  - Bi-Peds
  - Pedestrian Master Plan
- Ensure visibility of all
- Stress collaboration
- Evaluate progress

# Hendersonville

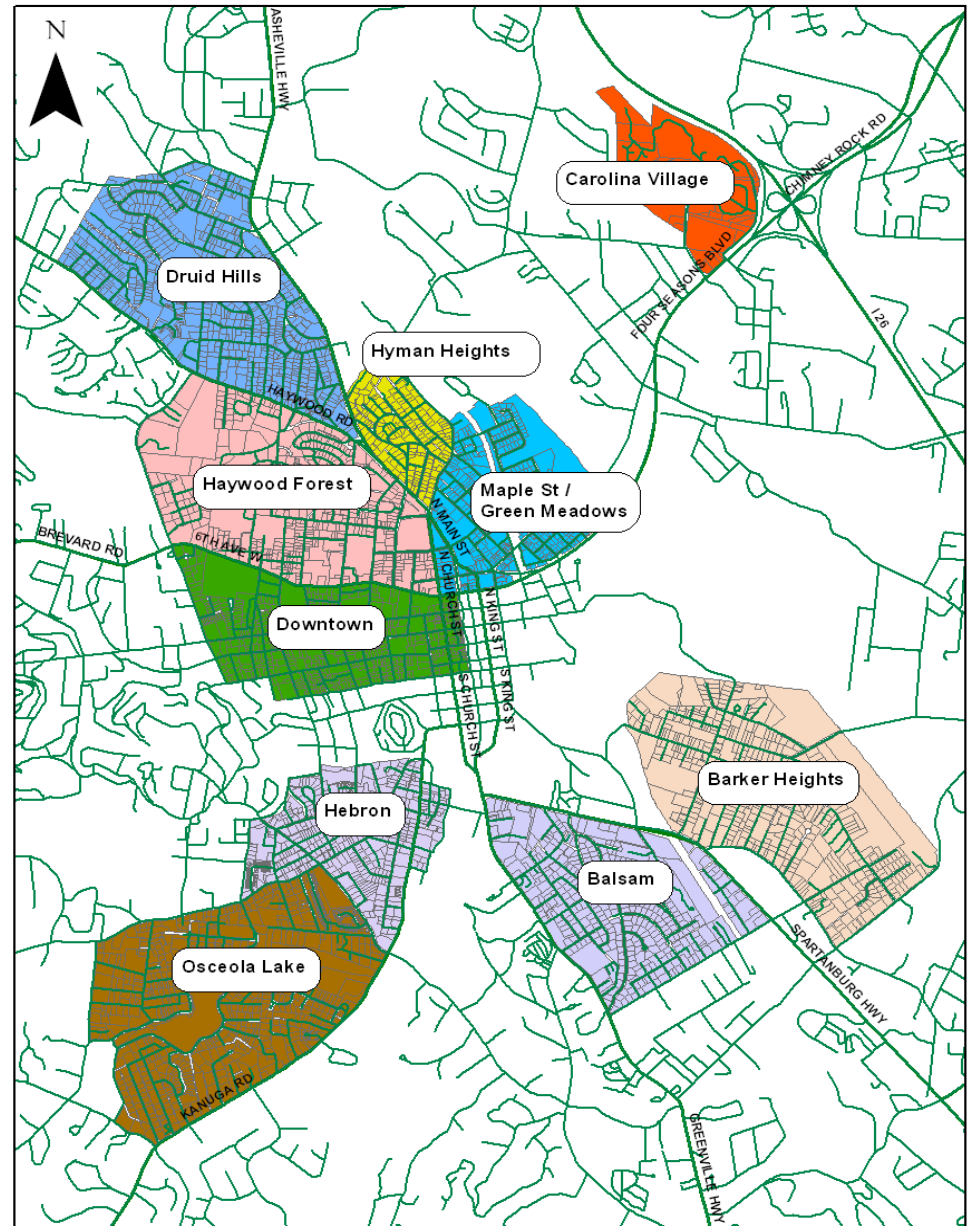


**Not all neighborhoods are created equal**

## Hendersonville Neighborhoods

### 10 neighborhoods

- *High proportion older residents*
- Gather resident input
- Select routes
- Audit routes
- Identify needed changes





# Assessing Neighborhoods

- Perceptions of residents
  - Interviews
  - Surveys
  - Neighborhood & community meetings
- Judgments of residents, officials & experts
  - Audits





# Feedback from Residents

- Unclear who to call about problems
  - Garbage cans on sidewalk
  - Vehicles parked on sidewalks
  - Overgrown shrubs
- Lack of restrooms & benches
- Unfriendly or aggressive drivers
- Sidewalks not wide enough for wheelchairs or scooters
- Cut-through traffic in neighborhoods

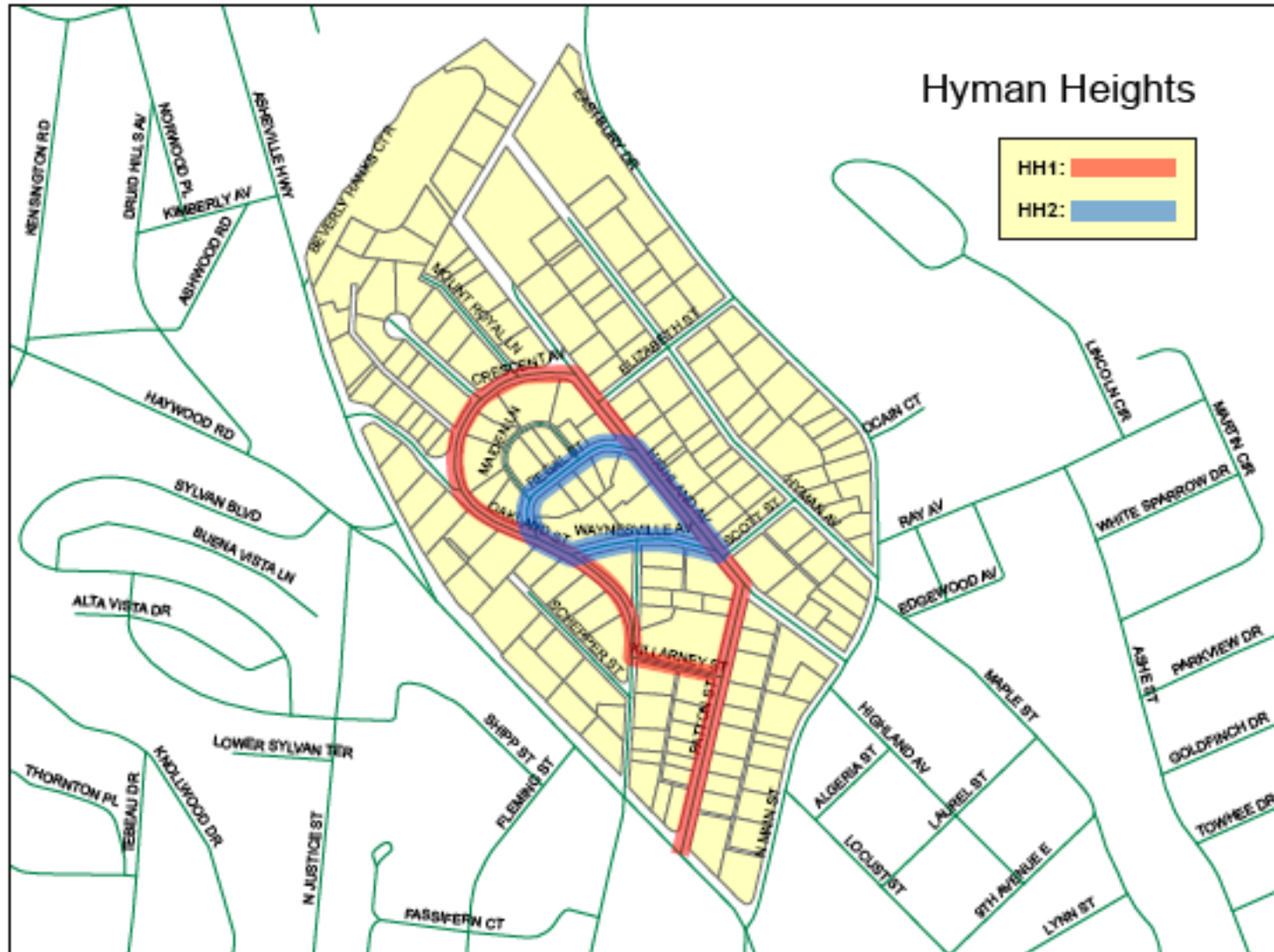


# Requests from Residents

- Tell us who to call for problems.
- Advise us how to have input into decision-making by the city.
- Help us create one safe route in our neighborhood.



# Hyman Heights Neighborhood





# Audits

- CDC-Healthy Aging Network Audit Tool
  - Comprehensive research-based
- Feet-First Neighborhood Audit
  - Community-expert walk around
- Walk-Wise Photo Audit
  - Street-level detail of all problems







# CDC-HAN Audit Tool

## ● Segment data

- Land use
- Destinations
- Walkways
- Street characteristics
- Aesthetic & social environment
- Intersection traffic & facilities

## ● Trained data collectors





# Feet First Neighborhood Walk

## ● Residents & knowledgeable leader

- Residents
- DOT
- City planner
- Public works director
- Transportation engineer
- Aging services

## ● Promotes discussion

- Relative importance of issues
- Potential solutions









# Feet First Report

## Issues & Action Items

## Hendersonville, NC - Hyman Heights Walking Audit

Item	Location	Description	Category	Photo
3	NC 191 & US 25 Intersection	<i>Crosswalks missing.</i> This intersection provides no marked or signalized crossings across US 25. This is a legal crosswalk, but does not afford any facilities to make crossing here a safe option. Marking crosswalks and adding pedestrian signal heads (especially countdown signals) is recommended. Many other state highways would recognize every signalized intersection as a legitimate place for pedestrians to cross the highway.	Crosswalks	
4	NC 191 & US 25 Intersection	<i>Signal timing is inadequate for crossing on foot.</i> The fact that this intersection establishes legal (though unmarked) crosswalks does not mean that it is presently safe to cross here. We crossed US 25 departing from the pork chop island on the north side in a platoon, and waving at the waiting drivers who received a green before we could finish crossing. Large crosswalk spans are enhanced by the installation of ped-heads with countdown signals. New MUTCD recommendations under review will establish timing standards for flashing "don't walk" at a 3.5 ft/sec pace and the total time (with "walk" phase) at 3.0 ft/sec.	Signal timing  Example photo -->  (Courtesy Dan Burden)	
5	NC 191 & US 25 Intersection	<i>Crosswalk across 191 S/B entrance to S/B 26 appears unsafe due to driver behavior.</i> Drivers here were observed to completely ignore the requirement to yield. A curb extension, high visibility crosswalks, targeted enforcement, stop lines, advance educational signage, and other such treatments could improve compliance.	Driver compliance with yield to peds	
6	Oakland & Crescent	<i>Traffic speed &amp; volumes on residential streets.</i> Residents of Hyman Heights note that speed, traffic volume, and one-way non-compliance problems are significant and attributable to cut-through traffic between US 25 and points to the east. There is poor connectivity and "permeability" due to the historic street grid and topography of the area.  The current one-way streets was an initial attempt to mitigate this problem and further action may be warranted. This is an opportunity for traffic calming & citizen action.	Traffic Calming	







# Walk Wise Photo Audit

Identify  
problems

Assess risk

Recommend  
action

Track changes

Location	Photo	Problem	Risk/Walkability Level	Recommendation
Patton 1020 Patton North side Segment #		<u>Grass over SW</u> Who maintains strip?	<b>MODERATE</b> Tripping hazard for walkers	<u>ASAP</u> – Trim  Neighborhood ED
Patton		<u>SW discontinuity</u> ~ 2'	<b>HIGH</b> Tripping hazard	<u>Now</u> -Flag with paint <u>ASAP</u> - Repair
1104 Patton		<u>Garbage can in PW</u> Obstacle for people in scooters or walkers or with visual impairments	<b>MODERATE</b> Obstacle	Neighborhood ED e.g., flyers for cans; Public Works employee ED
Patton		<u>Overgrown shrub</u> ; unoccupied (?) house; <i>Issue</i> – how to ensure good maintenance on <i>Walk Wise</i> route?	LOW Problem for people with visual impairment	Neighborhood ED; public works, realtor, neighborhood swat team
1112 Patton		<u>Overgrown shrub</u>	LOW	See above
Intersection of Patton & Highland		<u>Paint fading on crosswalks</u>  <u>No curb ramp</u> Not accessible to people with mobility impairments	LOW  <b>HIGH</b>	<u>Future</u> – Paint  <u>ASAP</u> – Install ramp





# Hyman Heights Problems

- 16 segments & intersections
- Pavement issues
  - Sidewalk discontinuities – 31
  - Cracks, bumps, pits – 13
  - Bad or missing curb ramps – 4
- Crossing issues
  - Faded crosswalks – 2
  - No crosswalk – 2
  - Unsafe crossing – 1
- Obstacles - 16

- **Risks**
  - Highest – 1
  - High – 28
  - Moderate - 18



# Information from Audits

- Numerous street-level problems
  - Sidewalk discontinuities
  - Poor curb cuts
  - Many places with no sidewalks
  - All especially problematic for people with functional challenges
- Most problems amenable to city repair
- Some dependent on homeowner education/action



# Action Plan

## ● Education

- Educate professional & lay community about safety & walkability factors
- Broadly share information about pedestrian safety

## ● Enforcement support

- Discourage motorist actions that endanger pedestrians
- Monitor unsafe areas

## ● Environmental changes

- Make sidewalk & crosswalk improvements

## ● Encouragement

- Work with partners to increase walking in community



# Kickoff & Media Campaign

- Kickoff in Jackson Park
  - Group walks for people of all levels
- Recurring media articles & letters
- Banner & events







# Educational Activities

- Safe Routes for Seniors
- Feet First Neighborhood Walking Audit
- Community Forum- Walking Audit Results
- Walking & driving brochures
- Support of AARP/ASA Car Fit Events

**You can make a difference!**

You are an important part of making our city a safe and enjoyable place to walk and to drive.

**Walk Wise:**

- Be sure you can be seen **BEFORE** crossing the street.
- Report dangerous or unsafe conditions to Public Works, 828-697-3084.

**Drive Smart:**

- Be alert for pedestrians. Keep in mind that some people may need extra time to cross the street.
- Do not take chances with a life. Red lights and stop signs mean **STOP**, not *slow down*.
- **YIELD** to pedestrians if you do not have signals.

**CARFIT<sup>®</sup>**  
HELPING  
mature  
DRIVERS  
find their  
PERFECT FIT

WALK WISE, DRIVE SMART IS A  
NATIONAL HIGHWAY TRAFFIC SAFETY  
GOVERNOR'S HIGHWAY SAFETY



# Enforcement Activities

- Engage city police
- Speed trailers in selected sites
- Increased monitoring of problem areas





# Environmental Changes

- Photo audits of routes in target neighborhoods
- Audits/recommendations sent to Public Works for repairs
- Routes upgraded & stenciled when completed

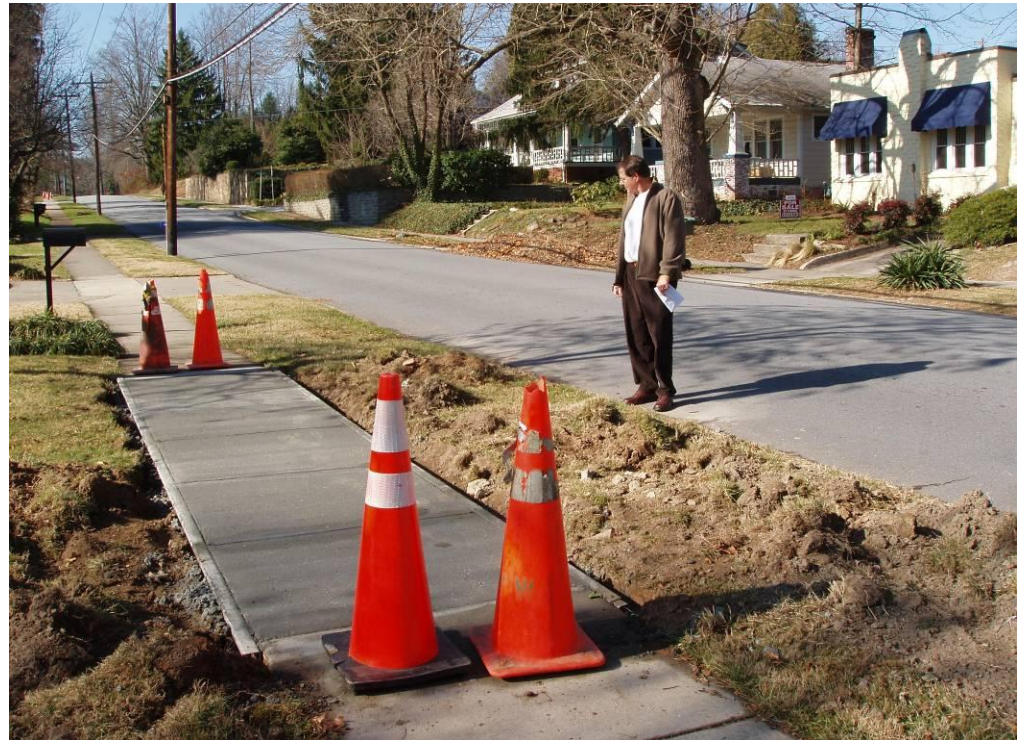






# Environmental Work Accomplished

- Sidewalk improvements in selected neighborhoods







# Environmental Work Accomplished

- Pedestrian facility improvement, e.g.,
  - New mid-block crossing signs
  - Pedestrian countdown signals





# Walk Wise Routes Created

- Route improvements completed
  - Sammy Williams/Downtown
  - Green Meadows
  - Problems not repaired right away marked with orange paint
- Stenciled with “walking apple”
- Introduced to citizens via route opening event





# Safe Walking Encouraged

- Provided incentives for safe walking
- Sponsored group walks
  - Parks
  - Trails
  - Neighborhoods
- Enjoyed consistent participation







# Helped People Get Moving

- Active Aging Week
  - Reached inactive people or who wanted to try something new
- Collaborated with AARP & Senior Center Walking Programs



Sponsored by







# Driver Behavior Changed

- Yard signs
- Traffic rerouting





# Driver Behavior Changed

- Incentives to motorists
  - Drive carefully & courteously around pedestrians
  - Prizes
  - Postcards for drawing
- Excellent private sector support





# Results – Community Walks

- Sponsor monthly walks through local parks, trails & neighborhoods
  - Partnered with ECO & Diamond Brand
  - Themes, from chi walking to bird watching to just exercise
  - Emails to list of walkers helps get the word out
- Majority of participants older adults
  - 5 people on first walk
  - Now typically have more than 20
  - Largest number was 42



# Results – Resident Perceptions

- Neighborhood Environment Walkability Scale (NEWS)
  - Only 52 surveys from first 10 neighborhoods
  - AARP mailing increased total to 211
- 27 surveys from “Downtown” neighborhood following improvements
  - Considerably higher level of satisfaction
    - Sidewalk maintenance, benches or other places to rest
    - Fewer speeding drivers
    - Crosswalk & pedestrian signal availability
- Inadequate pre-program data makes comparisons difficult





# Results – Crash Data

## ● Conditions

- About three-fourths of crashes occurred in daylight
- 74 % occurred on clear days; 17% on cloudy days

## ● Locations

- 52% on local streets
- 36% in public vehicular areas (typically parking lots or driveways).

## ● 30% involved drivers aged 65 & older

## ● Serious injuries declined over time



# Results – Media Campaign

- Relied on co-promotion with community partners & local news media
- Nearly 25 news media articles
- Coverage in nearly every major media outlet within the Hendersonville & Asheville markets
- Potential to reach over 425,000 people within the community



# Lessons Learned

- Tremendous community interest
- Great receptivity by City officials
- Good results from bringing key organizations together
- Everyone --old, young, people with special needs -- wins!





# Featured CDC Success Story

## ● 2011 At a Glance



### HEALTHY AGING

IMPROVING AND EXTENDING QUALITY OF LIFE AMONG OLDER AMERICANS 2011

#### Stepping Up to a More Walkable

##### Hendersonville

###### Public Health Problem

In the coming decades, the number of U.S. adults aged 65 years or older will continue to increase, reaching 71 million people by 2030. This dramatic shift in the country's population will have significant implications for our communities and the decisions that need to be made about services and infrastructure. One area that is especially important for older adults is pedestrian safety. As people get older, they can develop age-related problems such as arthritis, poor vision, and poor balance that make it harder to get around. Communities that are properly planned make it easier for all residents, especially older adults, to walk without the fear of falling or being hit by cars.

In the United States, 1 of 3 adults aged 65 years or older falls each year, and falls are the leading cause of injury-related death for this age group. People aged 70 or older have a higher rate of death from being hit by cars than any other age group, according to the Insurance Institute for Highway Safety.

All residents should be able to walk safely in their communities, whether for physical activity, enjoyment, or simply to get where they want to go. For older adults, being able to walk not only promotes physical and mental well-being, but it also helps them to stay more connected to their communities. Any actions taken to improve pedestrian safety for this group will automatically benefit all residents.

###### Taking Action

To address this public health concern, community leaders in Hendersonville, North Carolina, came together to implement a pilot program called *Walk Wise, Drive Smart*. The goal of the program is to make neighborhoods in Hendersonville and surrounding areas more pedestrian-friendly for older adults. Hendersonville is an ideal testing ground for this program because more than 30% of residents are aged 65 years or older.







- Home
- About Us
- Community Input
- Photos
- News Room
- Materials
- Events
- Project Partners
- Links

## Stepping Up to a More Walkable Hendersonville

### WELCOME!

Next to driving or riding in cars, walking is the most frequent mode of transportation for senior adults. *Walk Wise, Drive Smart* aims to create more pedestrian-friendly environments for senior adults within Hendersonville, NC, and surrounding areas.

*Walk Wise, Drive Smart* is a neighborhood-based project that is part of the Henderson County Livable and Senior Friendly Community Initiative. The program builds upon established community relationships and uses community input to guide improvements to the walkability of Hendersonville.

*Walk Wise, Drive Smart* combines educational, encouragement, enforcement and environmental activities to create a safer and more inviting walking community. The program seeks to develop and implement a model that can be replicated in similar settings in North Carolina and beyond.

[Click here](#) to read more about National Active Aging Week in Hendersonville.

[Click here](#) to read more about the *Walk Wise, Drive Smart* incentive program for motorists who drive courteously near pedestrians.

[Click here](#) to read more about the CarFit Event on May 17th, sponsored by *Walk Wise, Drive Smart*, NC AARP, and the Healthy Aging Coalition of Henderson County.



*Walk Wise, Drive Smart* staff are now handing out postcards to motorists who drive courteously around pedestrians. The postcard allows the driver to enter a drawing for one of our monthly prizes. Here an award is made for stopping for a pedestrian at a mid-block crossing on Main Street.



A section of sidewalk at 4th Avenue West is repaired as a part of *Walk Wise, Drive Smart*. The sidewalk is part of the "Walk Across NC" walking route near the Sammy Williams Center for Active Living.



# www.walk-wise.org

[Contact us](#)



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Webinar archive:

<http://tinyurl.com/pedsafe>